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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Sciencenter's Trautmann Named to International ASTC Board



Sciencenter executive director Charlie Trautmann has been named to a three-year term on the board of directors of the Association of Science-Technology Centers (ASTC), an international organization based in Washington, D.C. that represents 422 science centers in 42 countries and is dedicated to furthering the public understanding of science among increasingly diverse audiences. Trautmann holds one of 10 U.S. seats on the board and will represent small museums worldwide.

Said Trautmann, "One of the early dreams of the Sciencenter was to serve as a model for other communities wanting to expand the minds of their youth through a hands-on science museum. The connections with the ASTC board will make that dream a reality and allow us to share what we have accomplished with the rest of the museum world."

According to Bonnie Van Dorn, executive director of ASTC, "Charlie's experience with museums, coupled with his participation in informal science education at the national level, makes him an ideal board member and representative for small museums worldwide." Under Trautmann's leadership, the Sciencenter was awarded ASTC's first-ever *Leading Edge Award for Innovation in Business Practices* in 2005.

Already active in his new board-member role, Trautmann just returned from reviewing *Explora!*, a new museum in Albuquerque, NM seeking membership in ASTC. In this capacity, Trautmann consulted on strategic planning, business practices, human resource issues, and program development.

With 15 years of experience documenting national museum trends, Trautmann also serves on ASTC's Data and Trends Committee, where he has published a number of research papers analyzing visitor patterns and their implications on programs and marketing.

The Sciencenter is a hands-on science museum for people of all ages with over 200 exhibits, educational programs, an outdoor science park, a seasonal 18-hole miniature golf course and a gift shop. For membership information, current programs and activities, please visit www.sciencenter.org. The Sciencenter is a proud member of Ithaca's Discovery Trail; more information can be found at www.DiscoveryTrail.com.

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